GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:777
ANSWERED ON:28.07.2005
STRENGTHENING OF AIR
Kurup Adv. Suresh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has any plan to strengthen the All India Radio in order to compete with private player in the broadcasting field; and

(b) the details thereof?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING & CULTURE (SHRI S. JAIPAL REDDY)

(a) & (b): AIR has a network of 215 stations which provide coverage to 99.13% of the population and covers 91.42% area of the country. It broadcasts programmes in different formats, in 24 languages and 146 dialects. It remains the constant endeavour of AIR to aim for excellence both in terms of content and quality. It always reviews the quality of programmes and makes efforts to further improve the contents and technical quality/transmission. The studios and equipments are continuously being modernized to improve the technical quality of programmes.

In FM Radio, where private companies are already operating and likely to play much greater role in near future, AIR is taking the following steps: -

(1) To reorient the contents to suit the changing tastes;

(2) to spare more resources for generating more contents;

(3) to devise marketing strategies on continuous basis.